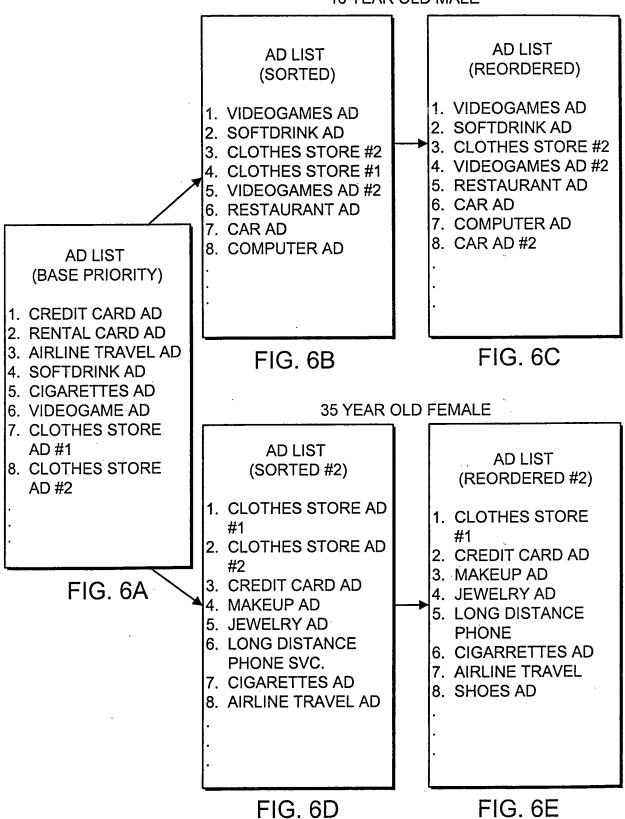


FIG. 5

16 YEAR OLD MALE



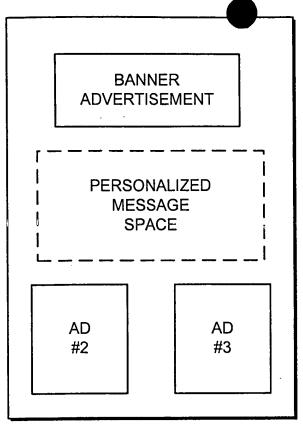
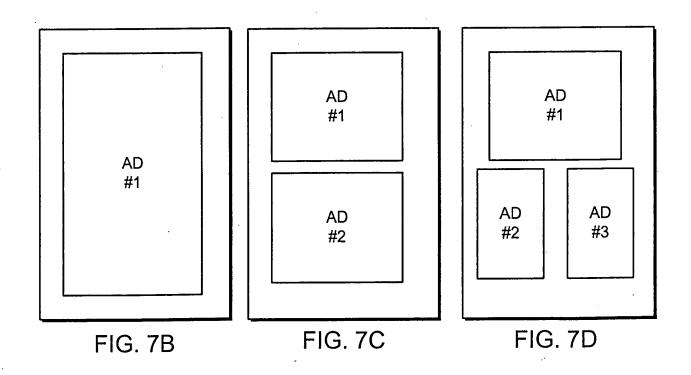


FIG. 7A



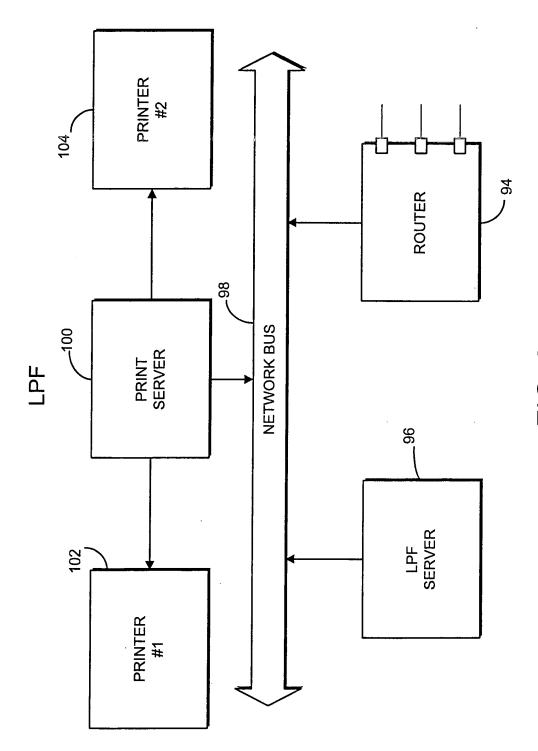


FIG. 8

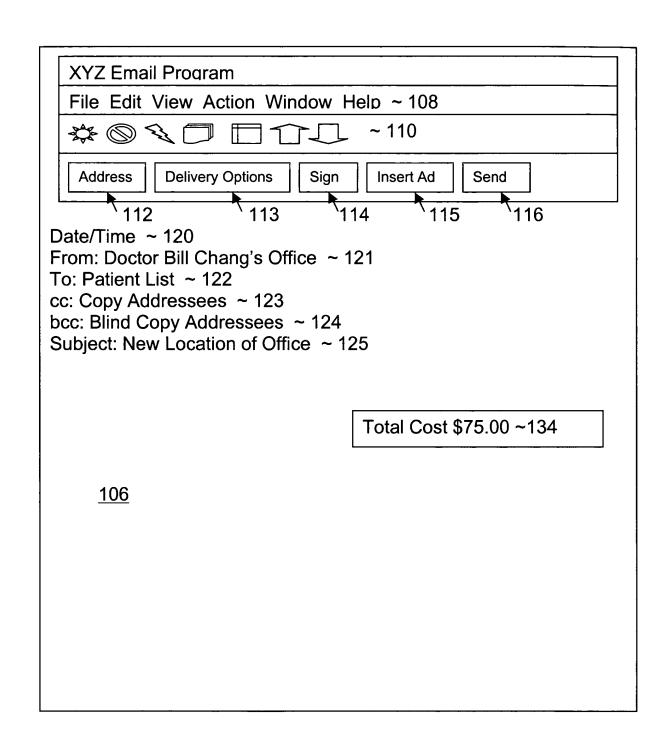


FIG. 9A

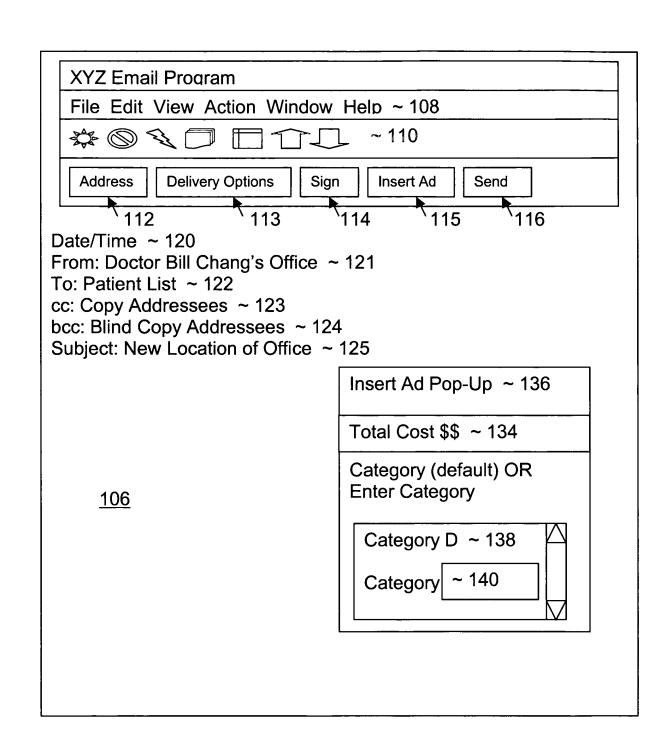


FIG. 9B

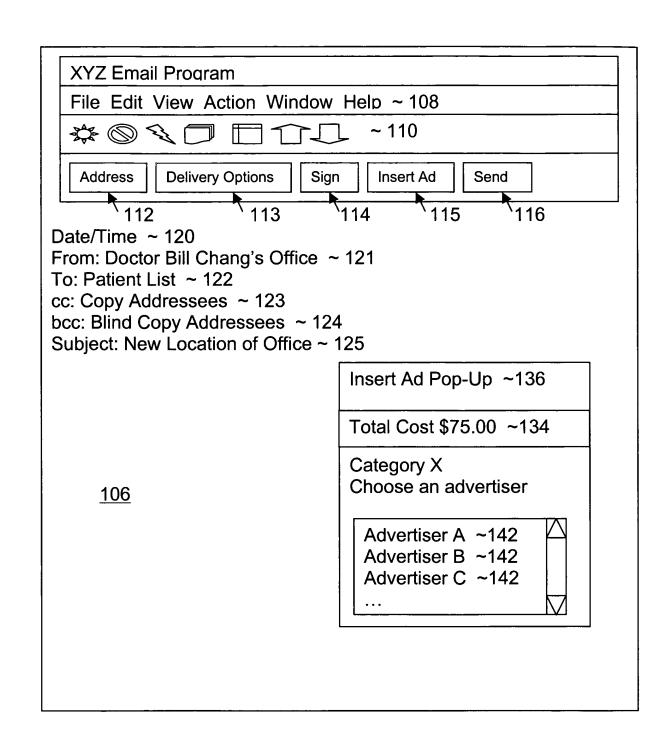


FIG. 9C

XYZ Email Program				
File Edit View Action Window Help ~ 108				
\$ © ₹ □ □ □ □ ~ 110				
Address Delivery Options Sign Insert Ad Send				
112 113	114 115 116			
Date/Time ~ 120	101			
From: Doctor Bill Chang's Office - To: Patient List ~ 122	~ 121			
cc: Copy Addressees ~ 123				
bcc: Blind Copy Addressees ~ 12	4			
Subject: New Location of Office ~	125			
	Insert Ad Pop-Up ~ 136			
	Total Cost \$75.00 ~ 134			
Company Y				
106	Choose an advertisement			
<u></u>	Ad A \$10.00 ~ 144			
	Ad B \$15.00 ~ 144			
	Ad C \$5.00 ~ 144			
	Ad D \$5.00 ~ 144			

FIG. 9D

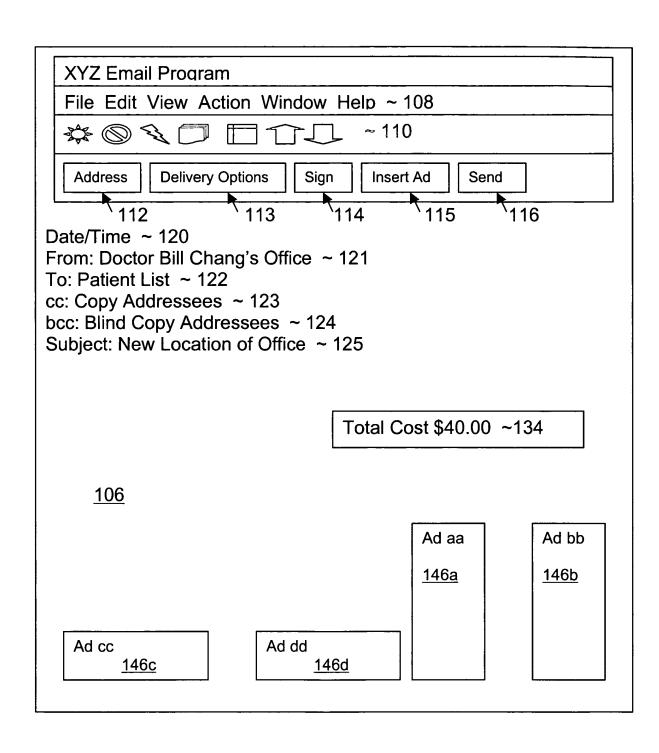


FIG. 9E

Address Table ~ 148

Addressee Group Name ~ 150	Number in Group ~ 152	Email Addresses ~ 154	Other Conventional Address Table Data, Physical Mailing Address, etc. ~ 156	Attributes – Interest, Demographic Data etc Related to Group ~ 158	Costs associated w/ mailing to group. ~ 160
Patients	100			Parents of Children	\$75.00
Christmas	75			Family and Friends	\$200.00

FIG. 10

Category Table ~ 162

Category ID	Default or Entered	Category Description ~168	Other Data ~ 170
~ 164 Patients	~ 166 Pediatrics	Parents of children/healthcare	
Christmas	Christmas	Christmas/New Year/Holidays	

Advertiser Table ~ 172

Advertiser ID ~ 174	Advertiser Name ~ 176	Category ID ~ 178	Financial Data ~ 180	Value for Advertiser ~ 182	Other Data ~ 184
1J283T	Johnson	Medicine for Children			

Advertisement Table ~ 186

Advertisement ID ~ 188	Advertiser ID ~ 190	Link to Ad ~ 192	Inclusion and Viewing Statistical Data ~ 194	Value of Ad ~ 196	Other Data ~ 198

FIG. 11

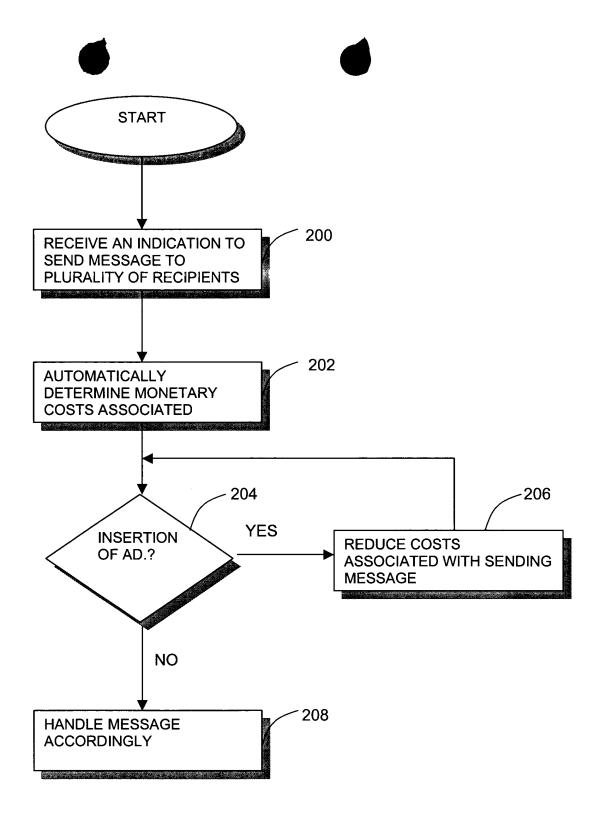


FIG. 12